

# Reel Focus BC | Production Program Evaluation Matrix

ASSESSMENT CRITERIA	POINTS
<p>APPLICANT / KEY CREATIVE TEAM</p> <ul style="list-style-type: none"> <li>• Knowledge, experience and track record. (10)</li> <li>• <i>Emerging applicants only</i>: instead of experience and track record, their background and articulation of career plan via their personal statement will be considered.</li> <li>• capacity to execute and successfully deliver the project. (5)</li> <li>• personal connection to the subject matter, and how well suited they are to tell this story. (5)</li> <li>• Besides applicant, representation of equity seeking groups amongst key creative team members. (2)</li> <li>• Additional equity factors of applicant or project (gender, language, regional representation). (3)</li> </ul>	25
<p>PROJECT CREATIVE MATERIALS</p> <ul style="list-style-type: none"> <li>• Strength and creative quality of project plan and script, including director's vision, and if applicable, the robustness of the community engagement plan. (25)</li> <li>• Originality, freshness or uniqueness of story. (10)</li> <li>• Feasibility of the schedule and budget. (10)</li> <li>• Reflection of Canadian topics and issues. (5)</li> </ul>	50
<p>AUDIENCE, MARKETING AND DISTRIBUTION PLAN</p> <ul style="list-style-type: none"> <li>• articulation of target audience and how to reach them. (10)</li> <li>• Distribution strategy. (5)</li> <li>• <i>Ultra low budget projects only</i>: distribution strategy can be a festival strategy, with online distribution potential.</li> <li>• Confirmed financing or market interest. (5)</li> <li>• Potential impact with Canadian and international audiences. (5)</li> </ul>	25
<p>TOTAL POINTS</p>	100